



2013 JFF POSTER DESIGN CONTEST RULES & GUIDELINES

About the San Diego Jewish Food Festival:

What do you get when you mix tasty Jewish deli cuisine prepared from traditional family recipes, entertaining celebrity chef demos, incredible music, and bazaar filled with the sights, sounds and aromas of days long ago? **San Diego's original Jewish Food Festival** – The place to be April 28, 2013. The San Diego Jewish Food Festival features bagels, lox, knishes, kugels and a wide assortment of delights from our delicatessen and bakery. This is a family event for the entire community with exciting live celebrity chef demos, music, of course, activities for kids of all ages.

Whether to "Taste Tradition", watch celebrity chef demos, sit back and enjoy live music, or simply savor the aromas, sights, and sounds – The San Diego Jewish Food Festival has something for everyone!

Venue: Temple Adat Shalom in Poway, the center of Reform Judaism in North County Inland.

Format:

- Finished artwork size = 12" wide x 17" high
- All entries must be submitted as digital files
- Digital Image Requirements
 - File format: .jpg files (no exceptions)
 - Resolution must be 300 dpi.
 - Image size must be set so the longest dimension is 1200 pixels.
 - Name image file as follows: first five letters of your last name, JFF2013, .jpg extension.
 - Example: Mary Smith, would be: smithJFF2013.jpg
- The top 10 designers will be asked to submit a full-scale, dry-mounted print.
- Artwork must be original and not copied.
- If your design is chosen, you must submit an editable scalable native working file, including all fonts used in the design.

Logos:

- The official JFF logo (see above) must be incorporated into the poster design.
- Temple Adat Shalom logo must be incorporated into the poster design.
- Files to be provided upon entry registration.

Theme: Taste Tradition!

Entry Registration: www.SDjewishfoodfest.com

Entry Deadline: December 21, 2012.

Winner announced: January 2013

The following copy must be incorporated into the poster design:

- 4th Annual San Diego Jewish Food Festival
- April 28, 2013
- 11:00am to 7:00pm (Rain or Shine)
- Temple Adat Shalom, 15905 Pomerado Road Poway, CA 92064
- Call 858.451.1200 or visit
- www.SDJewishFoodFest.com

Artists and designers may select one, two or all three categories upon which to base their design:

- A design that reflects Jewish culture and cuisine around the world.
- A design reflecting the character of an Old Jewish Market.
- A design that reflects the wonders of the aromas, sights and melodies in the Jewish kitchen.

All Correspondence: postercontest@sdjewishfoodfest.com